

### **REMARKS**

This responds to the Office Action mailed on September 19, 2006, and the references cited therewith.

Claims 20, 22 and 25 are canceled; as a result, claims 1-19, 21, 23, 24 and 26 are now pending in this application.

#### **§102 Rejection of the Claims**

Claims 1-19 and 21-26 were rejected under 35 U.S.C. § 102(b) for anticipation by Perkowski (U.S. 5,950,173).

Applicants respectfully submit that claims 1-19 and 21-26 should not be rejected under 35 U.S.C. § 102(b) for the reason that Perkowski does not disclose each and every limitation of the claim 10, as amended, of their present application.

To anticipate a claim, the reference must teach every element of the claim.

"A claim is anticipated only if each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior art reference."

Claim 10 includes the following limitation:

translating the first attribute to a second attribute responsive to identifying the first attribute in list that includes a plurality of attributes that are associated with the second attribute, the second attribute being a canonical representation of the plurality of attributes respectively

The following description from Perkowski has been considered to be relevant by the Office Action:

Once an "initial" IPI Registrant Database has been constructed using any one or more of the four database construction techniques described hereinabove, manufacturers registered therewith can be periodically contacted using Web-based electronic document (i.e. message) transfer techniques in order to request updating and confirmation of the

UPC/URL listings contained within the database of the IPI subsystem of the present invention (emphasis added).

Col. 25, lines 47-54.

The above quote from Perkowski describes an IPI subsystem that updates an IPI Registrant Database. The IPI subsystem periodically utilizes message transfer techniques to contact manufacturers to update respective listings contained in the IPI Registrant database.

Claim 10 requires translating the first attribute to a second attribute responsive to identifying the first attribute in a list that includes multiple attributes that are associated with the second attribute, the second attribute being a canonical representation of the respective multiple attributes. For example, product information may include a first attribute, "screen\_size," that may be translated to a second attribute, "display\_res," responsive to identifying "screen\_size" in a list that includes multiple attributes (e.g., "screen\_size", "Screen Size", etc.) associated with the second attribute "display\_res," the second attribute being a canonical representation of the respective multiple attributes (Application, pages 14 - 16).

In contrast to the above quoted limitation of claim 10, the quote from Perkowski does not describe translating a first attribute to a second attribute; but rather, updating listings. Updating a listing is not the same as translating an attribute. The limitation quoted above requires translation of a first attribute to a second attribute. The above quote from Perkowski describes no such translation, much less a translation to a canonical representation.

In response to the above remarks (which were also presented in an earlier response), the current Office Action states:

Column 25, lines 1-64 describe five different data collector mechanisms which are capable of collecting data for building the relational database. Each described data collector retrieves data from sources and normalizes the data by inserting the data into the redefined columns of the tables in FIGS. 4A1, 4A2 and 4B. The information which is collected is attribute information for a product.

Office Action, Page 2

IPN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	E-MAIL ADDRESS	CPRI APPLET	STATUS
77188810748	APPLE COMPUTER, INC. CUPERTINO, CA	POWER MAC 7600/230 COMPUTER	http://www.apple.com/mac	POWER MAC			
02731008	PROCTOR & GAMBLE	TOOTH PASTE	http://www.pg.com/cp	CREST			
0123456789012	WARNER BROS.	ACID REDUCER	http://www.warner.com/cp	ZANTAC			
800225114134	KODAK, INC.	FILM PROCESSING	http://www.kodak.com/cp	KODAK			
...	...	...	...	...	...	...	...
0273432518570	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/cp	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST.  
CPRI-ENABLING APPLET LIBRARY

Perkowski, Table 4A1

Further, in reference to rows in FIG. 4A1, the Office Action states:

Each row of data has attributes, such as "Crest" and "Proctor and Gamble" and values, such as "ToothPaste". Any given first attribute is translated to a second attribute *by being associated* in the table with the first attribute.

Office Action, Page 6 (emphasis added).

With all due respect, Applicants disagree. The above FIG 4A1 does not illustrate translating a first attribute to a second attribute responsive to identifying the first attribute in a list that includes multiple attributes that are associated with the second attribute; but rather, the collection and storage of information elements. Perkowski states the following:

FIG. 4A1 is a schematic representation of the relational-type IPI Registrant Database maintained by each IPD Server configured into the system of the illustrative embodiment of the present invention, showing the information fields for storing (i) the information elements representative of the UPN (e.g. UPC numeric data structure, EAN numeric data structure, and/or National Drug Code (NDC) numeric data structure), URLs, trademark(s) (TM.sub.i), Company Name (CN.sub.i), Product Description (PD.sub.i) and E-Mail Address (EMA.sub.i)...

Perkowski, Col. 9, lines 26-35 (underline added).

Nowhere in the above quote from Perkowski is the word "translating" found, much less a description of translating a first attribute to a second attribute responsive to identifying the first

attribute in a list that includes multiple attributes that are associated with the second attribute, as required by the claim 10. Indeed, as quoted above, the Office Action alleges that the translation required by claim 10 is found in an association of attributes in a row of attributes, as illustrated in FIG. 4A1. Applicants again respectfully disagree. An association of one attribute to another attribute is not the same as “translating a first attribute to a second attribute.” “Association” is simply not synonymous with “translation.”

Moreover, because the above quote from Perkowski fails to describe translating a first attribute to a second attribute, the above quote from Perkowski cannot describe such a translation as being responsive to identifying the first attribute in a list that includes multiple attributes that are associated with the second attribute, the second attribute being a canonical representation of the respective multiple attributes. Indeed, as noted above, Perkowski simply describes the collection and storage of information elements.

Perkowski therefore cannot be said to anticipate the above quoted limitations because Perkowski describes updating listings by collecting and storing information elements and claim 10 requires translating a first attribute to a second attribute responsive to identifying the first attribute in a list that includes multiple attributes, the second attribute being a canonical representation of the respective multiple attributes.

In summary, Perkowski does not disclose each and every limitation of claim 10, as required to support a rejection of this claim under 35 U.S.C. § 102(e).

The above remarks are also applicable to a consideration of independent claims 1, 12, 23, 24, and 26. Applicants request that the above remarks and amendments contained herein also be considered when examining independent claims 1, 12, 23, 24 and 26 for allowability.

Claims 2-9 depend on independent claim 1. Claim 11 depends on independent claim 10. Claims 13-19 and 21 depend on independent claim 12. Claim 25 depends on independent claim 24. As dependent claims are deemed to include all limitation of claims from which they depend, the rejection of claims 2-9, 11, 13-19 and 21 under 35 U.S.C. § 102 is also addressed by the above remarks, and the amendments contained herein.

**CONCLUSION**

Applicants respectfully submit that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicants' attorney at 408-278-4046 to facilitate prosecution of this application.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

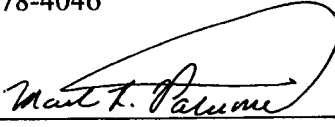
Respectfully submitted,

KERRY CLENDINNING ET AL.

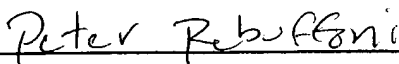
By their Representatives,

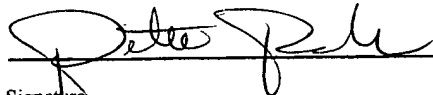
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Date 11.29.2006

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